c/m: 6-18-98

R.J. Reynolds Tobacco Company

FILE COPY

L.E. MacWilliams
Region Operations Manager
Buffalo #1600

June 9, 1998

TO: REGION KAM's, AM's, DM's, RM's, SR's & RR's

RE: AUGUST 3RD QUARTER WORKPLAN

Ladies & Gentlemen:

Attached for your review and reference are details of the August Workplan and summary of 3rd quarter workplan activities.

Please provide any input you may have concerning the *new* Workplan Brochures, enclosed with this mailing. I believe you will find it an excellent selling aid with retailers.

Special note to all managers and SR's with DPC wholesalers*: please ensure you follow-up with Direct Account contacts concerning the revised retail DPC accounts lists that were sent to you on 5/28/98 (reference Sarah Rush's letter 1998 July DPC - promo #801037). **We will begin utilizing these lists to drive allocations to your direct customers. Any changes to lists must be sent to the ROU *ASAP but no later than 6/26/98*, attn. Sarah.

Direct any questions you may have to your manager or myself.

Sincerely,

Lori

L.E. MacWilliams
ROM/#1610
:etb

cc: W. Roth
S. Callaghan
S. Rush

lem64-98.doc

51852 7296

Source: https://www.industrydocuments.ucsf.edu/docs/ftmn0000